TV station, or radio station, is always broadcasting its signal, which includes an AM or FM audio signal.

Mobile and land based receivers are always monitoring the AM or FM audio carrier looking for "alert codes"
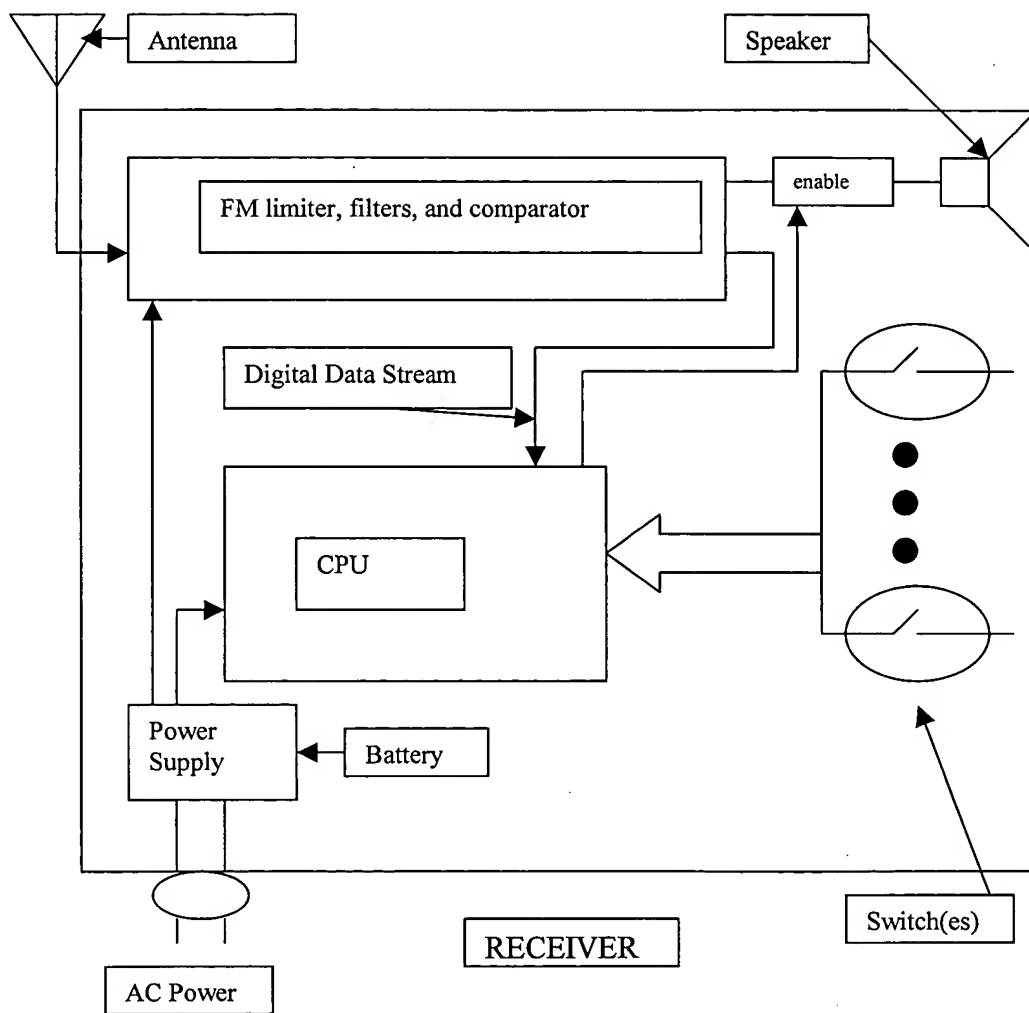
Figure 1.
General Block Diagram of System

Antenna

Speaker

FM limiter, filters, and comparator

enable

Digital Data Stream

CPU

Power Supply

Battery

Switch(es)

AC Power

RECEIVER

Figure 2.
Block Diagram of Receiver